

## **CSREES Medicare-Approved Prescription Drug Discount Card Education Grant Project Summary –2004**

**Project Leader:** Marilyn Bischoff, Extension Family Economics Specialist

**Cooperating County Educators:** Carol Hampton, Kathee Tift, Julia Welch, Bev Healy, Marsha Lockard, Barbara Petty, Audrey Liddil and Sharlene Woffinden

**Project Coordinator and Summary author:** Becky Dahl

**Granting Period:** October 1, 2004 thru September 30, 2005, with major emphasis during November and December 2004.

**Following is a summary of University of Idaho Extension educational activities related to Medicare Discount Drug Cards during the months of November/December 2004:**

1. Number of volunteers trained: 13
2. Number of Medicare recipients attending hands-on enrollment sessions: 105
3. Number of Medicare recipients reached via community outreach efforts: 558
4. Number of paid television ads: 137
5. Number of in-kind television ads: 105
6. Total possible viewership reached by paid and in-kind television ads: 1,387,244 at a cost of \$8,690
7. Number of paid radio ads: 32
8. Number of in-kind radio ads: 22
9. Total possible listeners reached by paid and in-kind radio ads: 50,296 at a cost of \$359
10. Number of paid newspaper ads: 14
  - a. Daily: 8
  - b. Weekly: 6
11. Total possible readership for paid newspaper ads: 164,200 at a cost of \$1,746
12. Number of in-kind newspaper ads or articles: 6
  - a. Daily: 1
  - b. Weekly: 5
13. Total possible readership for in-kind newspaper ads or articles: 39,700
14. Total contacts through other sources:
  - a. Flyers in Extension newsletters: 2 counties, circulation of 1,567
  - b. Articles in Extension newsletters: 3 counties, circulation of 3,437
  - c. Senior citizen newsletters: 1 county, circulation 2,985
  - d. Flyers to home-bound seniors: 1 county, 58 flyers

- e. Posters in Senior Centers: 2 counties
  - f. Posters in senior centers and libraries: 5 counties
  - g. Community internet bulletin boards: 1 county
  - h. Church bulletins and letters: 1 county
15. Total number of non-Extension cooperating agencies with whom Extension partnered: 17
16. Total number of drug discount card-related calls non-Extension agencies received as a result of ads paid for by Extension's grant: **awaiting this information**
17. Total number of Medicare recipient enrollments completed as a result of ads paid for by Extension's grant:
- a. Enrolled: **awaiting this information**
  - b. Enrolled and receiving \$600 drug credit: **awaiting this information**
18. Total number of sign-ups as a result of Extension's hands-on computer enrollment workshops:
- a. Enrolled: **awaiting this information**
  - b. Enrolled and receiving \$600 drug credit: **awaiting this information**

**Success Story:** On November 30<sup>th</sup>, a Medicare Discount Drug Card workshop was held at the Homedale Senior Citizens Center. It was a very snowy day and driving was treacherous but we were still able to assist 71 Medicare-eligible individuals with completing the forms for the enrollment process. Beverly Healy, Ada County Extension Educator, Marsha Lockard, Owyhee County Extension Educator and Karen Clark of SHIBA assisted the seniors in completing the forms which were then taken to the SHIBA office to be entered into the Medicare website by the trained volunteers. The seniors are then called and given recommendations as to which card is the best for their particular needs and if they qualified for the \$600 credit. The Senior Center was very pleased with the turn out. Also, they served a record number of lunches that day.

**Success Story:** According to Barbara, the advertising work done in Bonneville County produced results. Preliminary reports indicate that 29 people participated in the signup in Idaho Falls and 16 at the signup in Driggs. Four people who were unable to get through to a person in the office left messages on the answering machine for appointments at another time and three people canceled. Since the enrollment on November 19, the Area Office on Aging (AOA) has been flooded with follow-up work and Emily Hoyt is busy helping Medicare recipient with their enrollment forms. Russ Spain, Director of the Idaho Falls AOA, indicated they only had three people participate in the enrollment opportunity they offered during the month of October. Emily reported that of the 57 people she enrolled, 16 qualified for the \$600 credit. The Area Office on Aging is encountering several who were unaware that they already had been enrolled in the program.